MET2.PAU.25

PATENT APPLICATION

J.F.

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## IN THE U.S. PATENT AND TRADEMARK OFFICE

ñ re	the Application of:	
	I. BENTOLILA et al	

Examiner: Nguyen Ba, Hoang Vu A.

Serial No.: 10/043,714

Group Art Unit: 2623

Filed:

January 9, 2002

Irvine, California 92612

For: SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTER

## LARGE ENTITY TRANSMITTAL FORM

MS AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

May 23, 2007

Sir:

Transmitted herewith is a Response to the final Office Action dated January 26, 2007 and a Petition for One-month Extension of Time in the above-identified application.

The enclosed document is being transmitted via the Certificate of Mailing provisions of 37 C.F.R. § 1.8.

The fee has been calculated as shown below:

	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA	RATE	ADDITIONAL FEE
TOTAL	21	-	21	=	0	\$ 50.00	\$0.00
INDEPENDENT	3 ,	-	3	=	0	\$200.00	\$0.00
FIRST PRESENT	ATION OF A M	ULTIPL	E DEPENDENT	CLAIM		\$360.00	\$0.00
						TOTAL	\$0.00

	Petition for one (1) month(s) extension of time pursuant to 37 C.F.R. §§ 1.17 and 1.136(a) \$120.00 for the extension of time.							
	No fee is required.							
$\boxtimes$	A check in the amount of \$120.00 is enclosed.							
	Please charge Deposit Account No. 01-1960 in the amount of \$0.00. This form is submitted in triplicate.							
overpa this fil	syment to Deposit Account No. 01-1960 for	eby authorized to charge payment or credit any or any additional fees required in connection with						
Attach	Response (21 pp.) Petition for One-month E Return Receipt Postcard	xtension of Time						
deposite class ma Commis VA 223	CERTIFICATE OF MAILING of certify that this correspondence is being and with the United States Postal Service as first ail in an envelope addressed to: MS AF, assioner for Patents, P.O. Box 1450, Alexandria, B13-1450 on May 23, 2007. The A. Nielsen	Respective submitted,  Knneth L. Sherman (Date) Registration No. 33,783 Myers Dawes Andras & Sherman, LLP 19900 MacArthur Blvd., 11 <sup>th</sup> Floor Irvine, CA 92612 (949) 223-9600 (949) 223-9610 – Fax USPTO Customer No.: 23386						

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